

Reams, Susan A

From: Jay Schiering [jay.schiering@comcast.net]
Sent: Wednesday, August 02, 2006 1:32 AM
To: Reams, Susan A
Subject: Comment for Three-Tier Task Force

Dear Steve,

Is it really so surprising that you've received only one response?

Those of us little guy retail stakeholders really have no voice. It's the price of being small (my \$3 million dollars a year in gross sales is a big deal to me, but chump change at best to the WSLCB or Costco).

In order to "compete" I need a "level playing field." That means having credit terms like any other real business in The Good Old USA. But I forget, wine is a controlled substance, like prescription drugs, not subject to normal rules. We're concerned with temperance, promoted by the three tier system, championed by the Wine and Beer Wholesalers' Association. Can you say "vested interest?" Explain to me again, in any possible rational way, why wholesalers get credit terms but retailers do not? Why the WSLCB gets quantity discounts but everyone else does not? Level playing field? You can dress up a pig in a skirt and lipstick, but it's still a pig!

Credit terms are deemed a "low priority." Why? Because the WSLCB gets to play by a different set of rules. Costco sells a whole bunch of stuff other than wine. (Imagine the terms Costco gets on all that other stuff!

Subsidizing their wine program doesn't take an advanced degree in mathematics to understand). Me, I sell wine, that's it. The idea that if Costco "wins", we throw out postings, we allow quantity discounts and credit terms, that this will hurt the small retailers, is ludicrous. It's the wholesalers and grocery chains that are "concerned." Follow the money!

You don't need a weatherman to tell you which way the wind's blowing. So we'll see how the heavyweights duke it out. As Mr. Benoliel implies, the lack of transparency is obvious to all but the blind, because the blind see the world through opaque lenses.

If this email ever gets to the ENTIRE Task Force for consideration, I will be both pleased and pleasantly surprised.

Kind Regards,

Jay Schiering
McCarthy & Schiering Wine Merchants

on 8/1/06 2:29 PM, Steve (Water to Wine) at steve@watertowineshop.com wrote:

> Hi everyone,
>
> I have gotten feedback from one person on the last email concerning
> the upcoming Task Force Meeting. I had expected a few more interested
> parties to step up with some responses. There is still a day to let me
> know your thoughts so you can be heard.
>
> Attached are two letters received about the Issue papers.
>
> Let me know.
>
> Thanks
>
> Steve

